

# BIG BRIDGE SIGN NOW HERALDS YUMA AS THE PROGRESSIVE CITY

(By Benjamin Franklin Fly)

Within the twinkling of an eye last night, Yuma was transformed from a desert village into a wide-awake, progressive city!

The big steel bridge that spans the mighty Rio Colorado was a blaze of glory from dark until after midnight, during which time 10,000 eyes, dancing with delight at this wonderful transformation, gazed on the big "Ocean-to-Ocean Highway—Yuma" electric sign, and marveled that such a sign has

ever been allowed to remain idle a single night since its construction!

Just about the time the sign was lighted an alarm of fire was turned in, and the streets were at once alive with anxious citizens hastening to Second and Main, at which point the fire whistle indicated trouble for the fire laddies.

But all that could be seen was the big electric sign on the bridge! It was an eye-opener! It looked as patriotic and progressive as it did

when it was lighted in commemoration of the big bridge itself!

Let your lights continue to shine!

## SCHOOLS IMPORTANT FACTOR IN OUR LIVES

Education may be taken as a very broad term for the entire conscious process of passing on from one generation to another the accumulated treasures, the acquired capacities, of the race. So conceived, it touches every age, but childhood is its special province—the period marked by nature as peculiarly adapted to this process.


If, therefore, the social structure is to be sound and suitable, childhood must have its chance, must have time enough to perform its function, must not be cheated of its debt, expected

to yield a harvest of figs from a sowing of thistles.

The school system to the social economist is an instrument like any other social construction. Education conceived as the means of carrying civilization forward, as the conscious link between the generations of workers and users of wealth, must do at least these things: Pass on the information, make the mind and body fit instruments of satisfying the wants of mind, encourage those habits and instincts which economize power and promote the social welfare.

Put in terms of social problems, the school must aid in preventing poverty by making men more efficient, in preventing disease by making men well and strong, in preventing crime by making men law abiding in spirit and instinctively aware of the rights of others and in preventing violence by inoculating against self righteousness and brutality.

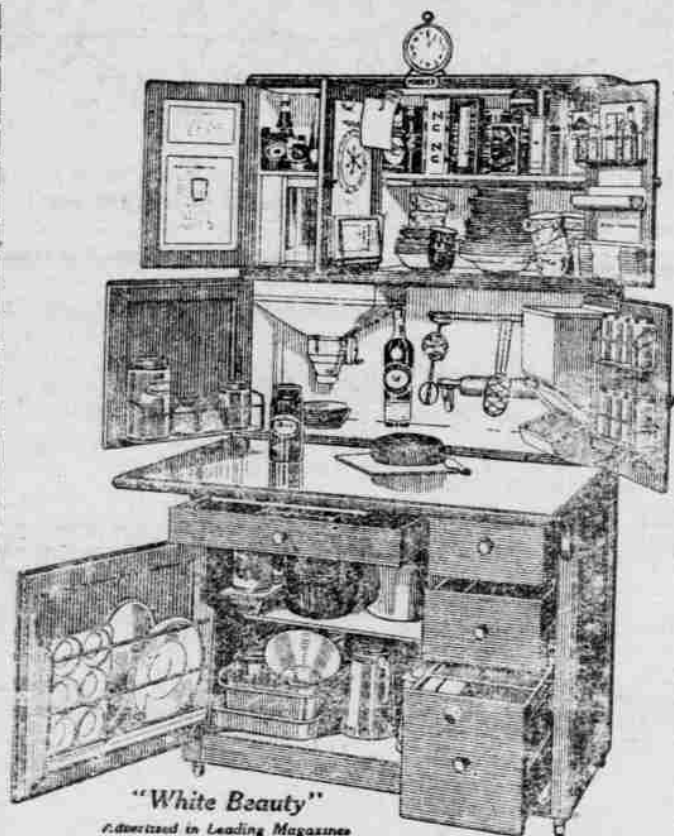
Harold Jackson, the phonograph salesman of the Southern California Music Company, was seeing the trade today.



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